

U.S. Serial No. 09/492,725

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Attorney Docket No.: PD-980142**Amendments to the Claims:**

Claims 1-17 (Cancelled)

18. (Currently Amended) A digital advertisement system for use in receiving, processing and displaying digital advertisement information, the digital advertisement system comprising:

a receiver at a subscriber site;

a processor in the receiver;

a memory communicatively coupled to the processor in the receiver;

a first software routine stored on the memory and adapted to be executed by the processor to receive advertising objects and image objects linked to the advertising objects from a transmitted data stream;

a second software routine stored on the memory and adapted to be executed by the processor to select a first group of advertising objects from the received advertising objects and image objects based on a local condition; and

a third software routine stored on the memory and adapted to be executed by the processor to sequentially display the first group of advertising objects using ones of the image objects linked to the first group of advertising objects.

19. (Original) The system of claim 18, wherein the second software routine is further adapted to be executed by the processor to select the first group of advertising objects based on a user's preferences.

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20. (Original) The system of claim 18, wherein the second software routine is further adapted to be executed by the processor to select the first group of advertisement objects based on a geographic location.

21. (Original) The system of claim 18, wherein the second software routine is further adapted to be executed by the processor to select the first group of advertisement objects based on a user interface sophistication level.

22. (Original) The system of claim 18, wherein the second software routine is further adapted to be executed by the processor to select a second group of advertisement objects based on a local condition.

23. (Previously Presented) The system of claim 18, wherein the third software routine is further adapted to be executed by the processor to display the first group of advertisement objects based on an ordered list.

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24. (Currently Amended) A method of receiving advertisements for use in a receiver station with a cache memory that receives a data stream containing advertising objects and image objects linked to the advertising objects, the method comprising ~~the steps~~ of:

selecting a received advertising object and its linked image objects from the transmitted data stream;

determining if the received advertising object and its linked image objects are compatible with the receiver station based on one or more data elements within the received advertising object and the linked image objects; and

discarding the received advertising object if it is not compatible with the receiver station.

25. (Currently Amended) The method of claim 24, further comprising ~~the steps of~~ determining if the received advertising object is a new version of a previously cached advertising object and replacing the previously cached advertising object with the received advertising object if the received advertising object is a new version of the previously cached advertising object.

26. (Currently Amended) The method of claim 25, wherein ~~step of~~ determining if the received advertising object is a new version of a previously cached advertising object includes ~~the step of~~ comparing data elements associated with advertising object version.

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27. (Currently Amended) The method of claim 24, further comprising ~~the steps of~~ comparing a priority of the received advertising object to a lowest priority associated with a plurality of cached advertising objects and discarding the received advertising object if the priority of the received advertising object is less than or equal to the lowest priority associated with the plurality of cached advertising objects.

28. (Currently Amended) The method of claim ~~26~~ 27, wherein ~~step of~~ comparing a priority of the received advertising object to a lowest priority associated with a plurality of cached advertising objects includes ~~the step of~~ comparing data elements associated with display priority.

29. (Currently Amended) The method of claim 24, further comprising ~~the step of~~ replacing one from a plurality of cached advertising objects having a lowest priority with the received advertising object if the priority of the received advertising object is greater than the lowest priority of the one from the plurality of the cached advertising objects.

30. (Currently Amended) The method of claim 24, further comprising ~~the step of~~ discarding expired advertising objects from the cached memory.

31. (Currently Amended) The method of claim 30, wherein ~~the step of~~ discarding expired advertising objects from the cache memory includes ~~the step of~~ comparing a data element associated with advertising object expiration to a local time at the receiver station.

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32. (Currently Amended) The method of claim 24, wherein ~~step of~~ selecting a received advertising object from the transmitted data stream includes ~~the step of~~ identifying a data element associated with advertising objects.

33. (Currently Amended) The method of claim 24, further comprising ~~the steps of~~ determining if the received advertising object is compatible with a user's preferences and discarding the received advertising object if it is not compatible with the user's preferences.

34. (Currently Amended) The method of claim 33, wherein ~~step of~~ determining if the received advertising object is compatible with ~~a~~the user's preferences includes ~~the step of~~ comparing one or more data elements associated with descriptors to the user's preferences.

Claims 35-40 (Cancelled)

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41. (Currently Amended) A system for generating digital advertisements, the system comprising:

a processor;

a computer readable medium coupled to the processor; and software stored on the computer readable medium and adapted to be executed by the processor to:

generate a plurality of advertisement objects, each of which includes data elements associated with scheduling and display of one of the ~~digital advertisement~~ digital advertisements;

generate an identifier object having data elements identifying ones of the advertisement objects for use in selecting ones of the digital advertisements for display;

link image objects containing image information associated with the digital advertisements to the advertisement objects; and

~~transmitting-transmit~~ the advertisement objects and the image objects via a transmission data stream to a receiver unit at a subscriber site.

42. (Previously Presented) The system of claim 41, wherein the software is further adapted to link at least one of the image objects to one of the advertisements through another one of the image objects.

43. (Currently Amended) The system of claim 41, wherein each of the advertisement objects includes a data element associated with one of a user preference, a geographic location, a user interface sophistication level, a location within a display unit, a display priority, and or a display time.

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44. (Currently Amended) The system of claim 41, wherein the image information includes one of video information, graphical information ~~and-or~~ textual information.

45. (Currently Amended) The system of claim 41, wherein the image object includes data associated with one of a version of the image information, a priority, a sophistication level ~~and-or~~ an image format.

46. (Previously Presented) The system of claim 41, wherein the image objects are based on a transport protocol.

47. (Previously Presented) The system of claim 41, wherein the identifier object is an update list object.

48. (New) A receiver unit configured to be communicatively coupled to a television at a subscriber site and configured to receive advertising objects and linked image objects from a media broadcast transmission station, select a first group of advertising objects from the received advertising objects and image objects based on a local condition, and display the first group of advertising objects using ones of the image objects linked to the first group of advertising objects.

49. (New) The receiver unit of claim 48, further configured to select the first group of advertising objects based on at least one of a user's preference, a geographic location, or a capability of the receiver unit.

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50. (New) The receiver unit of claim 48, further configured to store at least some of the received advertising objects in a memory of the receiver unit and discard at least others of the advertising objects based on at least one of a user's preference, a geographic location, or a capability of the receiver unit.

51. (New) The receiver unit of claim 48, further configured to decode television programming received from the broadcast transmission station and present the decoded media programming to a user via the television.

52. (New) The receiver unit of claim 48, further configured to display a program guide and overlay at least some of the received advertising objects onto the program guide.

53. (New) The receiver unit of claim 48, further configured to receive an update list and manage the received advertising objects and cached advertising objects previously stored in the receiver unit based on the update list.

54. (New) The receiver unit of claim 53, wherein managing the received advertising objects includes storing in the receiver unit at least some of the advertising objects based on the update list.



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55. (New) The receiver unit of claim 53, wherein managing the cached advertising objects includes discarding at least some of the cached advertising objects from the receiver unit based on the update list.

56. (New) A method comprising transmitting advertising objects and image objects linked to the advertising objects via a media broadcast transmission station, receiving the advertising objects and image objects at a receiver station located at a subscriber site, determining via the receiver station if at least one of the received advertising objects and its linked image objects are compatible with the receiver station based on one or more data elements within the at least one of the advertising objects and the linked image objects, and if the at least one of the advertising objects is not compatible with the receiver station, discarding via the receiver station the at least one of the advertising objects.

57. (New) The method of claim 56, further comprising replacing a cached advertising object previously stored in the receiver station with the at least one of the advertising objects if the at least one of the advertising objects is a new version of the previously stored advertising object.

58. (New) The method of claim 57, further comprising comparing via the receiver station a data element in the at least one of the advertising objects with data stored in the receiver station to determine whether the at least one of the advertising objects is the new version of the cached advertising object.

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59. (New) The method of claim 56, further comprising if the at least one of the advertising objects is compatible with the receiver station, storing the at least one of the advertising objects in a memory of the receiver station.

60. (New) The method of claim 56, further comprising comparing via the receiver station a priority level of the at least one of the advertising objects to a second priority level and discarding the at least one of the advertising objects via the receiver if the priority level of the at least one of the advertising objects is less than or equal to the second priority level.

61. (New) The method of claim 56, further comprising comparing via the receiver station a priority level of the at least one of the advertising objects to a second priority level and replacing a cached advertising object previously stored in the receiver station with the at least one of the advertising objects if the priority level of the at least one of the advertising objects is greater than the second priority level.

62. (New) The method of claim 56, further comprising discarding at least some of the advertising objects via the receiver station based on at least one of a user's preference, a geographic location, or a capability of the receiver station.

63. (New) The method of claim 56, further comprising displaying a program guide and overlaying at least some of the advertising objects onto the program guide via the receiver station.

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64. (New) The method of claim 56, further comprising receiving at the receiver station an update list and using the update list to manage via the receiver station the advertising objects received at the receiver station and cached advertising objects previously stored in the receiver station.

65. (New) The method of claim 64, wherein managing via the receiver station the advertising objects received at the receiver station includes storing in the receiver station at least some of the advertising objects based on the update list.

66. (New) The method of claim 64, wherein managing via the receiver station the cached advertising objects includes discarding at least some of the cached advertising objects from the receiver station based on the update list.

67. (New) The method of claim 56, further comprising selecting via the receiver station some of the advertising objects and image objects transmitted by the media broadcast transmission station for storage in the receiver station, receiving at a second receiver station located at a second subscriber site the same ones of the advertising objects and image objects transmitted by the media broadcast transmission station, and discarding via the second receiver station the some of the advertising objects selected by the receiver station.